

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re application of:  
NELSON, Robert W.

Appln. No.: 10/661,302

Examiner: LASTRA, D.

Conf. No.: 7815

Group Art Unit: 3688

Filed: 09/11/2003

Dkt. No.: NELSR-P01

C/N: 23,653

For: ADVERTISING SYSTEM

Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313

**RESPONSE**  
**AFTER FINAL OFFICE ACTION**  
**AND REQUEST FOR ADVISORY ACTION**

In response to the final Office action dated November 25,  
2008, which rejected Claims 1, 3-12, and 14-19 under 35 U.S.C. §  
103, as being unpatentable over Magazine Advertising Guide [Guide]  
in view of Evans, US 2002-0036,654 ['654] kindly consider the  
5 following response.

There are no amendments to the Specification, to the Claims,  
or to the Drawings. Remarks begin on page 2.